

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Reissue Application Of: Tiffany & Company
For: CUT CORNERED SQUARE MIXED-CUT GEMSTONE

Reissue Application No.: 10/626,376
Reissue Application Filing: July 24, 2003
Original Patent No.: 6,363,745
Original Patent Granted On: April 2, 2002
Examiner: Thomas Y. Ho
Art Unit: 3677

April 7, 2009

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

SIR:

SUPPLEMENTAL DECLARATION OF CLAIR MAH

I, Clair Mah, declare as follows:

1. This Supplemental Declaration supplements my Declaration dated October 17, 2008.
2. According to business records of Tiffany & Company, which the company keeps during the normal course of its business, and to which I have access, for the periods 1999 and 2000, the records show that Tiffany & Company spent \$981,096, and \$1,813,949, respectively, in advertising and marketing expense worldwide for Lucida SDRs. The 1999 expenditure

includes actual expenditures for North America/South America (NA/SA), plus an amount for other international spending outside of NA/SA, estimated to be 10% of the total annual advertising and marketing expense.

3. I hereby declare that all statements made herein on my own knowledge are true, and that all statements made herein on information and belief, are believed to be true; and further, that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under§1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the subject patent.

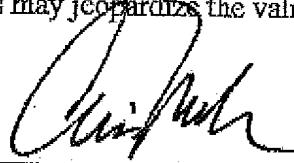
Date: _____

Clair Mah

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Date: April 7, 2009



Clair Mah